Welcome to the OAR brand guidelines.
You can use this guide when designing or writing OAR communications to maintain the integrity of the brand. It includes guidance on colours, typefaces and layouts.
Logo

Meaning

The Open Apparel Registry exists to bring clarity to the complex and confusing data of apparel facilities worldwide. The logo is a simple visual representation of what lies at the heart of OAR.

The ‘O’ and ‘A’ of Open Apparel combine to reference the way OAR processes, filters and clarifies data into a central hub. A simplified ‘A’ becomes an upwards arrow that represents ‘uploaded data’, entering the ‘O’, the database hub that the apparel information is held in. The two endpoints of the A become one central point in the O, relating to the way data comes from various sources, but consolidates into one clear entry in the database. The arrow-like ‘A’ also subtly denotes searching, mapping, identification and improvement.
Logo Versions

The logo should be used on all OAR communications. Where the user has already been introduced to the brand, you can use the isolated icon without text.

e.g. you could use the full logo on a presentation cover slide, but just the isolated icon for subsequent slides. You could use the full logo on a letterhead, but just the isolated icon as an embossed detail on stationery.

Navy logo for light backgrounds  White logo for dark backgrounds  Logo with border for busy backgrounds

Navy icon for light backgrounds  White icon for dark backgrounds
**Logo**

**Size and spacing**

Give the logo enough breathing space on documents. Leave a white space around the logo, at least the size of the ‘O’ of OPEN.

Ensure the logo is always legible. The logo should never be less than 30mm wide.

**Logo Don’ts**

1. The logo shouldn’t be squashed or squeezed into a small space.
2. Only the brand colours and fonts should be used.
3. The logo shouldn’t be manipulated or changed.
**Brand Guidelines**

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**Colour Screen**

Use this colour palette for screen-based communications, such as PowerPoint presentations, social media and websites.

- **OAR Light Blue**
  - RGB: 0 / 159 / 227
  - HEX: #009fe3

- **OAR Cobalt**
  - RGB: 12 / 70 / 225
  - HEX: #0c46e1

- **OAR Purple**
  - RGB: 122 / 106 / 251
  - HEX: #7a6afb

- **OAR Navy**
  - RGB: 61 / 50 / 138
  - HEX: #3d328a

- **OAR Deep Navy**
  - RGB: 24 / 0 / 78
  - HEX: #18004e

- **OAR Black**
  - RGB: 40 / 40 / 40
  - HEX: #282727

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**Colour PRINT**

Use this colour palette for printed communications, such as business cards, pull-up banners, and leaflets.

- **OAR Light Blue**
  - CMYK: 75 / 22 / 0 / 0
  - Pantone: 2925 C

- **OAR Cobalt**
  - CMYK: 90 / 70 / 0 / 0
  - Pantone: 2728 C

- **OAR Purple**
  - CMYK: 70 / 63 / 0 / 0
  - Pantone: 2715 C

- **OAR Navy**
  - CMYK: 98 / 97 / 0 / 49
  - Pantone: 7672 C

- **OAR Deep Navy**
  - CMYK: 98 / 97 / 0 / 49
  - Pantone: 274 C

- **OAR Black**
  - CMYK: 0 / 0 / 0 / 95
  - Pantone: Black C
Colour Gradient

The OAR gradient can be used as a background or as an overlay to photography.
### Our Typefaces

- **DM Sans Bold** is our primary typeface. It's a modern low contrast sans-serif with geometric features. Our Body typeface is DM Sans Regular, a highly legible and flexible typeface that has high legibility even at small scale. This makes the typeface ideal for all applications.

DM Sans can be downloaded on Google Fonts [here](#).

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<thead>
<tr>
<th>Typeface</th>
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<th>abcdefghijklmnopqrstuvwxyz</th>
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About the OAR

What is the OAR?
The OAR is a go-to source for identifying apparel factories and their affiliations by collating disparate factory lists into one central, open-source map, listing factory names, addresses, affiliations and a unique OAR ID.

Who owns the OAR?
The OAR is not owned by any organization. It is a neutral, non-profit organisation, with a multi-stakeholder Board of Directors representing civil society, the open data sector, factory groups, industry MSIs and brands. The OAR is funded by the C&A Foundation and developed by Azavea, a geospatial software firm and certified B Corporation based in Philadelphia. The OAR no longer has any relationship or affiliation with Sourcemap.

Who owns the data in the OAR?
All the data in the OAR, including the OAR IDs, is open and licensed under the Creative Commons Sharealike 4.0 license.

Processing data in the OAR

How long will it take for my list to upload?
List items are scheduled for processing as soon as they are uploaded. The size of the list and the number of other lists being processed at the same time will affect how long it will take to complete the processing of all the items in a list. If all the items in a contributed list still have the initial status of “UPLOADED” after one hour, please send an email to info@openapparel.org with the contributor name and the name of the list and the team will investigate the issue and get back to you.
It’s time to untangle supply chains
Our Partners

The OAR is powered by Azavea and funded by the C&A Foundation. Azavea is a B Corporation that creates civic geospatial software and data analytics to advance the state of the art in geospatial technology and apply it for civic, social, and environmental impact. C&A Foundation has committed to fund the OAR and its technical partner, Azavea, for two years.
Website

The Open Apparel Registry (OAR) is an open source tool mapping garment facilities worldwide and allocating a unique ID to each.
Mobile

The Open Apparel Registry (OAR) is an open source tool mapping garment facilities worldwide and allocating a unique ID to each.

**Getting Started**

Anyone with an interest in apparel supply chains can search, contribute to, download, data manually from the Open Apparel Registry for free. Hundreds of organizations access OAR data on a daily basis, and the way they use that data depends on their particular needs and position within the apparel sector.

To help you get started, we’ve developed Quick Start Guides for each of our major user groups. Click on the organization type below that best matches you and you’ll find instructions, case studies, and information tailored to your needs. Or, if you’re ready to go ahead and get started, you can.

**What do “Open Data” and “Open Source” mean?**

“Open data” is data that can be freely used, shared, and built on by anyone, anywhere for any purpose. “Open source” refers to opening up the code written to build a platform.
The map of global apparel facilities
openapparel.org
Posters

It’s time to untangle supply chains
Many hands make the clothes we wear. Photography reminds us of the human story behind supply chain data. Use photographs of the people who work in apparel supply chains or close-up textural shots of fabric, machinery and making.

OAR is a neutral tool and the photographs of people should reflect this, so use portraits with a neutral expression.

Images of tangled or organised fibres can be used as a visual metaphor for untangling the apparel industry.

Use colour photography or a gradient overlay (see next page).
Photography Treatment

Create a tonal effect in photography by layering the gradient over greyscale imagery.

- Blue-Purple gradient at 50% opacity
- Shape at 50% opacity, with ‘Overlay’ effect
- vertical Blue–Purple gradient with horizontal transparent gradient, set to 50% opacity
- Greyscale image

Top layer